

Approved full TAC Council 10/7/08

Organization Name: MISSOURI RIVER COUNTRY

Project Name: Promotional Bags-FY08/09
Uncommitted Funds

Approval Requested

 X Final

 Preliminary

Application Completed by: Carla Hunsley, Executive Director

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Missouri River Country is requesting approval to use \$1865 of Uncommitted Funds to purchase 10,000 promotional plastic bags with the Missouri River Country logo and information on them to distribute at Trade Shows and use for informational packets. Missouri River Country has found these bags to be very useful at Trade Shows. People like to get them and in turn put Missouri River Country information into them to look at when they get home. This is another way for Missouri River Country to get our information out to potential visitors.

These bags will be white plastic background with our three- color logo, website, and phone number printed on them. They will have a cut-out handle to carry and measure 16x18 in size. 10,000 plastic bags will cost \$1300, the printing will be \$375 and shipping will be \$190 for a total of \$1865.

Missouri River Country usually attends three Trade Shows a year. We have found that these bags are a very important marketing tool to have available.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

*Increase the amount of Bed Tax collections in FY09 by 5% over FY08.
Disseminate at least 50 leads per show to tourism/recreation partners.*

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Refer to the portions of your marketing plan, which support this project.

Increase arrivals and encourage extended stays and increased expenditures by our frequent repeat visitors by focusing promotions and advertising on the Warm Season, and raising visitors' overall level of awareness of Missouri River Country attractions and activities.

How does this project support the Strategic Plan?

Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached Yes

(You are not required to use these forms; however, all of the information must be provided in your application for full approval)

Budget page must be attached for approval.

October 1, 2008

To: Barb Sanem and the Tourism Advisory Council

From: Carla Hunsley, Missouri River Country Executive Director

Re: Promotional Bags Change

Missouri River Country is requesting a small change from the previous application for Promotional Bags. The original request was to put the Missouri River Country logo on one side of the bag. Since then we have decided to put the Montana Dinosaur Trail logo on the other side. We have also decided to go from a 1.57 Mil bag to a 1.50 Mil bag, which will be lighter. We feel this won't affect the strength of the bag by much. They will still be strong enough to hold the brochures that go into them. This should also make the bags lighter for shipping them to trade shows.

The lighter bags are \$86.10 less than the 1.57 Mil, but the cost to put the Montana Dinosaur Trail Logo on the back will bring the cost up another \$125 for an extra plate charge. We are looking at \$39.00 more, but we think that the Dinosaur Logo is also important and eye catching and worth the extra cost.

REGION/CVB PROJECT BUDGET

Uncommitted Funds

Promotional Bags

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

MARKETING/ADVERTISING:

Promotional Bags (10,000)	\$1,214	+	\$0		\$1,214
4 color plate charge w/logo	\$500	+	\$0	=	\$500
Shipping	\$190				\$190
	\$0				\$0
	\$0				\$0
	\$0				\$0
	\$0				\$0
	\$0				\$0
	\$0	+	\$0	=	\$0
TOTAL	\$1,904		\$0		\$1,904

TRAVEL:

Freight/Shipping	\$0	+	\$0	=	\$0
Booth Space	\$0	+	\$0	=	\$0
Transportation	\$0	+	\$0	=	\$0
Meals (dinner receptions)	\$0	+	\$0	=	\$0
Lodging	\$0	+	\$0	=	\$0
Misc. (vehicle rental, per diem)	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

OTHER:

	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

REGION/CVB PROJECT TOTAL	\$1,904	+	\$0	=	\$1,904
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